

**Ten most expensive Jordans sold this year, “Nike Air” branding AND more**

**The history of Flight**

**Air Jordans newest creation; the XX8**

**Why Michael chose the Jordan brand**

**Air Jordans become deadly**

**Flight Magazine**

The Air Jordan IV, released in 1989 for a retail of $110. Is one of the most comfortable Jordans. Was first shoe to use nubuck material. It is also one of the most collectable Air Jordans to this day.

**1989**

Air Jordan III, released in 1988 for a retail price of $100. It was the first shoe to include the Nike Air branding on the back. It the first mid-cut shoe ever, and is arguably the most popular Air Jordan sneaker.

**1988**

The Air Jordan II, released in 1987 for a retail price of $100. It included an upgrade in materials with a faux lizard skin upper and a molded plastic heal. The high top provided great ankle support for Michael after he had injured his foot.

**1987**

The Air Jordan I was released in 1985, for a retail price of $65.00.

It featured a Nike Air unit for heal cushioning, and padded foam ankle collars for protection. Although it lacked technology it was the first shoe to incorporate color.

**1985**

**of flight**

After winning a national championship at the University of North Carolina, and a gold medal at the Olympics in Los Angeles, Michael Jordan was elected as the 3rd overall pick in the NBA draft. In that same year he signed an endorsement deal with Nike worth $2.5 million dollars. In 1985 Michael was given his own line of sneakers and apparel and his own logo. His first shoes changed the whole basketball sneaker market. Before Michael came to be all basketball sneakers were all white. His sneakers started adding colors and consequently Michael was fined $5,000 every game he wore the sneakers (Nike gladly footed the bill). Each and every year after that Michael Jordan and Nike released a signature Air Jordan Sneaker, and that’s when the market for sneakers would be changed forever.

**History**

The Air Jordan VI, released in 1991 for a retail price of $125. The Air Jordan VI included a clean toe cap, rubber tongue with finger loops, lace locks a molded plastic heel and an inner booty sleeve for extreme comfort and support. Most color ways of the VI were all leather but the color way shown features suede underlay. This shoe, along with the III is one of the most popular Jordans. Michael Jordan won his first champion ship wearing the VI. 

The Air Jordan VII released in 1992, for a retail price of $125. West African Tribal culture, and the Nike Huarache basketball shoe line inspired this shoe. A lot of design features were carried over from the Air Jordan VI. It was more lightweight than all of the previous Jordans. The shoe also featured an inner sock liner for support. Michael Jordan wore the VII’s at the 1992 Olympics where he wont the gold medal.

The Air Jordan V, released in 1990 for a retail price of $124.99. Included a new pattern inspired by a fighter jet. It had Nike Air stitched on the back. Jordan brand introduced 3M reflective materials on the tongue in the AJ V. Heal was produced with extreme ankle support, and the shoe featured a lace lock for added lockdown.

**1992**

**1991**

**1990**